

From: NOVIELLI, JOE
To: Microsoft ATR
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Subject: Coffee Analogy

The playing field is not even.

What if the largest coffee producer were to package their own brand of sugar with their coffee. That is: you buy a pound of coffee and you get some sugar for FREE.

Wouldn't this effect competition among other sugar producers?

Now, what about if that same coffee producers, also bundles cream, milk, stirring sticks, and a travel mug...for FREE as well.

What would happen now?

Dairy producers are effected, makers of travel mugs and stir sticks are effected, and since the product is selling so well, NO ONE is buying other coffee brands. Eventually the price of coffee starts to rise because competition (in several markets above) is almost none existent.

Microsoft's businesses need to be segregated to reflect an even playing field for all to play in the long term.

My humble opinion.
Joe